

September 20, 2011 – 6:00 P.M.

Gary Finch

Ron Thebeau

Steve Christensen, Interim Public Works Administrator

Valentina Cordova, Town Clerk

ITEM #1: CALL TO ORDER – WELCOME AND INTRODUCTIONS

Mayor Kim Holaway called the meeting to order and welcomed those present.

ITEM #2: NEW BUSINESS

A. PRESENTATION AND/OR DISCUSSION WITH PROMOTER TONY KYLE

Tony Kyle stated that today he has attended meetings with the Steering Committee, local businesses at a luncheon at Trailriders Restaurant, and Sunrise Ski Resort.

Mr. Kyle has completed a twelve-month marketing plan for Round Valley. Becki Christensen, Springerville-Eagar Regional Chamber of Commerce (the Chamber) has complete copies of the plan. The twelve-month plan includes four events:

- “White Mountain” Winter Jamboree
- “Back Country” Hunting & Fishing Expo
- “Round Valley” Sawmill Festival
- “White Mountain” Terra Cross-X Games

Four entities are involved in this twelve-month plan: Town of Springerville, Town of Eagar, the Chamber, and Round Valley Unified School District (RV Schools).

Each event is planned to be a three-day event with each event to “piggyback” off the former event. Advertising and tickets will be available at the current event for the next event. Capture the audience for the next event when they are already in the area. The Winter Jamboree is planned for February 17-19, 2012. The Chamber has already started some legwork on this event to save hiring a consultant to date. To keep the events going, and to reap the benefits and keeping the revenue in the community, Mr. Kyle suggests that as the events progress the community will want to hire an event coordinator for the events, and the participating entities need to consider creating a separate entity such as a Limited Liability Corporation or similar structure to accept payments from sponsors.

Mr. Kyle stated that the goal is to make an immediate, positive impact on the event attendees and make them want to come back to visit the area, and some to live and start businesses.

Mr. Kyle explained that his plan includes a tri-level sponsorship program for premiere sponsors (3), official sponsors (5), and event sponsors (10). The idea is to have the sponsorships pay for the advertising and website administration, while ticket sales will help pay for vendors and other expenses. The events should show a profit after the first year when visitors know that the event will occur again the following year and return. Mr. Kyle recommends advertising on billboards throughout the southwest region because marketing costs are affordable right now, and that the marketing should never stop once started.

Ms. Christensen added that Debbie and Hank Rogers, and Jessica from Western Drug have been working actively on this twelve-month plan. Ms. Christensen stated that a schedule has been set, and seed money is needed to have a graphic artist create a logo, and to work on a website. The events sponsorships should take care the rest of the costs.

Councilor Ron Thebeau stated that the plan does not have anything listed that hasn't already been tried in the area and he was hoping to already see an economic impact within the three-month contract with Mr. Kyle. Mr. Kyle stated that his obligation was to submit the twelve-month plan within three month, which he has.

There was discussion on if the events produce visitors as hoped, where would they all lodge and eat. Mr. Kyle stated that this is where the surrounding communities tie in, and help Round Valley promote the events with free tickets, and other promotional items, while getting some of the business overflow.

The events are scheduled in the four seasons of the area so that visitors can get the whole experience. Another big item event is to have a recognized entertainer (band) have a benefit concert (this also guarantees free news coverage), for the health of the forest. Mr. Kyle is in touch with a New York booking agency to find the entertainment.

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There is also free advertising available through various agencies that have a stake in the community, such as the Arizona Tree Council, if a benefit concert were to be held to replace burnt trees on the forest.

Mr. Kyle stated that the biggest expense initially would be the advertisement on billboards and posters. He has experienced that sponsors remain sponsors year after year.

The price for Mr. Kyle to follow through with the twelve-month plan for the four entities is \$19,000. The Chamber does not have \$4,800 in their budget to participate this fiscal year.

ITEM #3: ADJOURNMENT

Mayor Daniel Muth moved to adjourn the Joint Council Meeting at 6:55 p.m. Councilor Ron Thebeau seconded; all were in favor and the meeting adjourned.